

# Call Centre

FOR UK CALL CENTRE PROFESSIONALS

EUROPE

**Some guidance and an invitation from the editor**

We always welcome editorial contributions (and pictures) from our readers. Listed below are the topics we plan to cover in 2012. If you would like to get involved, do contact me, Paul Liptrot, at editor@call-centre-europe.com or call 01932 254400.

Note that we prepare guidance notes which give advice on the content of features, number of words, deadlines and so on. Please ask for a copy in the fortnight leading up to the deadlines. Have in mind that, as with all specialist magazines, readers like to read about other readers ... so examples of technology and products in real-life use will be particularly well read.

Do also feel free to contribute to the regular features which appear in every issue of Call Centre Europe. We issue guidance notes for these, too.

And remember that we now have an emailed newsletter, Your Three-Minute News Briefing, (initially monthly) to which you can also contribute.

We look forward to hearing from you.

**Features in every issue**

**Case studies**

A detailed look into the call centre of one of our readers, including: use of technology, tackling staff issues and plans for the future

**Telethons**

Each year, scores of call centres volunteer their services for telethons such as Children in Need and Comic Relief. Our extremely popular pages of pictures focus on how call centre managers and directors organise the events

**The Things They Say ...**

... is a light-hearted page of jokes and anecdotes contributed by our readers

**Pay and Conditions**

Exclusive reports from respected research bodies, such as Incomes Data Services and ContactBabel, on the pay and benefits of directors and managers in companies that run call centres. They include data on staff as a guide on how to attract and retain employees

**Industry Comment**

Leading figures in the call centre world comment on the issues that matter and how our readers can stay ahead in a fast-moving and competitive industry

**News**

Not just the latest press releases ... we look behind the news to let our readers know just what matters to them

**New Products**

We look at the latest products and services and examine how/whether they can help call centres of all sizes ... from 10 seats to 600.

**NEW:**

*Your Three-Minute News Briefing*  
Remember to register for this free email newsletter

**Features Q1, 2012**

**Outsourcing**

As call centre directors look to their budgets, many are considering outsourcing some or all of their activities. We have expert comment to ease the transition and make it a success

**Unified Communications**

Ahead of the Unified Communications exhibition, we look at the benefits UC can bring to call centres of all sizes.

**Pay and conditions**

How much do our readers earn ... and what should they be paying their staff? Our exclusive report is from the respected research organisation, Incomes Data Services

**Telethon**

Picture special: how our readers raised money for Children in Need

**Events:** Unified Communications; Call Center Summit; The Social Customer

**Features Q2, 2012**

**Motivation and incentives**

It's always been a challenge for call centres to retain their best staff and motivate employees to perform at the highest level. This feature has tips and ideas that our readers can act upon

**Voice and data recording, and speech analytics**

These topics now go hand-in-hand as

technology can examine and report on the content of conversations.

**Telethon Picture special:** how our readers raised money for Sport Relief  
**Events:** European Customer Experience World; Call Centre and Customer Services Summit

**Features Q3, 2012**

**Call Centre Expo**

Special issue previews the new products and services at the UK's big call centre exhibition

**Headsets**

New models and prices and features

**Outbound**

How to choose the right dialler

**Event:** Call Centre Expo

**Features Q4, 2012**

**Call Centre Expo**

Review of the outstanding products and services launched at the exhibition

**Cloud computing**

How hosted services can improve efficiency and RoI for call centres

**Pay and conditions in call centres**

Exclusive report from Incomes Data Services

**Telethon**

How our readers tackled the challenge of handling thousands of charity calls

**Customer relationship management (CRM) software**

New products and guidance from the experts

*Subject to change, please check*

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Call Centre Europe (ISSN 1357-4868) is published by Stanworth Communications  
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